The Story of BEMAX

THE
RICHEST NATURAL
VITAMIN TONIC
FOOD

WITH
DIRECTIONS FOR USE

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INCORPORATED

INSTITUTE of HYGIENE

No 3566

Dated 13th 1929

This is to Certify that

Messrs Vitamins (1928) Ltd of London has been granted by the Governing Board of the Institute of Hygiene in fulfilling the Standard of Purity & Quality required by them in accordance of which the Council have affixed the Seal of the Institute hereon

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The Truth about Vitamins.

SINCE 1928, when we first drew public attention to Bemax—the richest natural vitamin tonic food—the absolute necessity for an adequate supply of vitamins in the diet has been recognised by Medical Opinion and the public alike. This has led to many claims as to the vitamin activity of a great number of foodstuffs and preparations, some of which it would be unwise to take seriously.

Scientific investigation has proved Bemax to be so rich in Natural Vitamins that the addition to the diet of only a pennyworth of Bemax a day ensures an adequate supply of the essential vitamins which cannot be obtained as economically in any other way. It is, for instance, 30 times richer in Vitamin B than bran prepared for human consumption and is also free from excess of harsh fibre,

which often has undesirable effects on the delicate membranes of the digestive tract. Because of this doctors are prescribing Bemax for all conditions resulting from the deficiency of these vitamins in modern diet, conditions such as Constipation, Indigestion, Rheumatism, Nerves, Loss of Appetite, Debility and under development, especially in children.

Striking confirmation of the deficiency of vitamins in modern diet appears in the report "Vitamins—A Survey of Present Knowledge" recently issued by the Medical Research Council. This report states that much subnormal health and development and low resistance to disease are associated with a partial deficiency of one or more of the vitamins, and suggests that the only method of clinching the diagnosis of partial vitamin deficiency, would be to make widespread trials with the vitamin or vitamins suspected to be deficient, and to observe whether general improvement in health took place.

An investigation on the lines suggested in this Report has been carried out on our behalf with the active co-operation of 1,124 doctors on a test group of 2,000 persons, some healthy, some under medical treatment.

Results showed that the regular addition of BEMAX to the diet produced definite improvement in health in 90·1 per cent. of these 2,000 cases. In addition 86·4 per cent. of supposedly normal subjects, mostly Physicians and their families, showed definite improvement.

The conditions in which physicians reported greatest improvement after taking BEMAX were :—

In Constipation*	..	**88·8% showed improvement.**
„ Loss of Appetite	..	**80 „ „**
„ Malnutrition	..	**78·4 „ „**
„ Indigestion	..	**82·5 „ „**
„ Colitis	.. ..	**79·5 „ „**

In General Debility . . 87·3% showed improvement.

„ Intestinal Toxæmia 80·6 „ „
(Headaches, Lassitude)

* *If the condition is chronic a mild laxative is recommended with the daily dose of BEMAX increased (up to double quantity) until the intestinal muscles again work regularly. The laxative should then be discontinued.*

Definite improvement in health after taking BEMAX was also recorded in the following conditions, in which debility is also an underlying factor.

Nervous Exhaustion, Neurasthenia, Neuritis, Rheumatism, Anaemia, Eczema, Boils, Abscesses, Bronchitis, and recurrent Colds.

This evidence shows conclusively that the normal diet is definitely deficient in vitamins, especially Vitamin B, and that BEMAX is a source both adequate and effective for

the restoration of normal healthy conditions. It has been calculated that the average daily adult requirement of Vitamin B1, is in the region of 180 International Standard Units. This amount is contained in one tablespoonful of Bemax.

One of the most disquieting effects of the vitamin-deficient foods eaten to-day is the impoverishment of lactation in the nursing mother. EXPECTANT and NURSING MOTHERS need from 500 to 1,000 International Units of Vitamin B1 per day, but the difficulty of obtaining this will be appreciated when one considers that such supposedly vitamin rich substances as wholemeal bread, "malt" food, or bran contain only from 10 to 12 units of Vitamin B1 per ounce. Hence the answer to the problem is BEMAX, the Vitamin B1 content of which is standardised at 400 International Units per ounce, thus providing all the B1 required in from $1\frac{1}{4}$ to $2\frac{1}{2}$ ounces per day.

Speaking at the Annual Council Meeting of the Association of Maternity and Child Welfare Centres, Dr. Grace Calver said :—

> "*she had had very good results when giving Vitamin B in the form of BEMAX. One mother had had five children, but after three days was unable to nurse any of them. In the case of the sixth child, BEMAX was given to the mother during the last three months of the ante-natal period. The baby was now eight months old and had been entirely breast-fed. Other instances seemed to prove that BEMAX could be helpful in lactation.*" (*Mother and Child, September, 1932*).

BEMAX is not a drug neither does it contain any artificially added vitamins. BEMAX is a concentrated natural vitamin food and should therefore be taken regularly over an extended period of time to produce maximum benefit.

The BEMAX Laboratory Staff is constantly carrying out research work with BEMAX on vitamin deficiency conditions. One result is that BEMAX, besides being so rich in Vitamins, richer in fact than any other food,

is now more palatable and delicious than ever before. This is an important point, particularly with children who often dread their "tonic food."

Why Bemax is invaluable to children.

FOR growing children especially, BEMAX often works wonders and brings about a marked improvement in physical tone, energy and resistance to disease.

Childhood, as everyone knows, is the period of growth and development. It is a time not only of great physical activity, but often of considerable mental strain, occasioned by the advanced educational standards of to-day. At this critical time an adequate supply of vitamins is indispensable. The rapidly growing organism simply cannot afford to be deprived of the nutrition upon which its development depends. A child brought up on food lacking in vitamins starts out on life

with a handicap that it may never be able to overcome. Its muscular and nervous systems suffer deprivation, its resistance to disease is lowered, and it becomes easily susceptible to every infection.

Where a child is given a regular and adequate daily supply of the necessary Vitamins in the form of BEMAX there is marked evidence of increasing energy and health. The appetite improves, the digestion becomes robust, intestinal sluggishness vanishes, and sturdy growth is observed. The child becomes mentally more alert, happier in disposition, and shows in all its activities that interest and enthusiasm which are the outward signs of inward health.

The rapidly growing demand for BEMAX from social organisations where the results of its use can be observed over long periods, is in itself a striking testimony to the value of this Vitamin food as an essential part of the dietary of childhood.

What Doctors think of BEMAX.

"There is no doubt in my opinion that the regular addition of BEMAX to the diet (even of apparently healthy individuals) leads to a sense of increased fitness and better general health. I have found it particularly useful in dyspepsia and chronic constipation."

M.B., Ch.B., D.P.H.

"The patient says she never felt better in her life. She now requires no aperient, although strong doses of salts were the rule for many years."

M.B., Ch.B.

"I have gained weight and slept better, and think BEMAX has definite tonic effects as well as obvious nutrient qualities. In more than one skin case I have noted improvement."

F.R.C.S., London.

"From my own personal experience I know that the effect of BEMAX on cases of early rheumatoid arthritis is little short of marvellous." M.B., Ch.B., London.

"I took BEMAX myself as I was suffering from debility and bronchitis following influenza. I made a quick recovery." F.R.C.S., D.P.H.

"There is no doubt that my rheumatism is much better, I feel sure this improvement is due to BEMAX." M.R.C.S., D.P.H.

"We consider BEMAX an addition of definite value to the dietetic resources of the Profession."—"The Practitioner," the well-known Medical Journal.

Ask your Doctor.

How to take BEMAX.

The minimum amounts to be taken *daily* are :

Adults.—1 heaped tablespoonful.

Juniors, 10-16 *yrs.*—1 heaped dessertspoonful.

Children, 4-10 *yrs.*—1 heaped teaspoonful.

Infants, 1-4 *yrs.*—1 small teaspoonful.

BEMAX may be taken at any time of the day, but mixed in a porridge plate with a generous quantity of milk (warm or cold), and a little sugar if desired—it makes a really appetising first course to breakfast.

BEMAX may also be sprinkled over porridge, milk puddings, other cereals, canned or stewed fruits or mixed with other foods. A dessertspoonful or more of Bemax added to a portion of soup gives a very pleasant flavour. The addition of BEMAX to hot dishes does not in any way impair its vitamin activity but BEMAX itself should not be cooked.

For invalids or very young babies where difficulty is experienced in taking solid food the daily requirement of Vitamin B can be ensured by taking it in the form of a watery extract of BEMAX.

This is prepared by adding to the " dose " of BEMAX as much warm water as desired, allowing to stand for 20 mins. to half-an-hour, and draining off the clear fluid. This fluid contains practically all the Vitamin B in the BEMAX and may be used for making Barley water or adding to lemonade, lemon squash or other fruit juices to make a really pleasant and refreshing drink.

BEMAX is obtainable in Cartons 1/6, 2/6, 4/6 (U.K. only) from Chemists, Stores and Health Food Stores.

Write for Publication, " Vitamins and Health," to :— Vitamins Ltd. (Dept. X), 23, Upper Mall, London, W.6.

Wellcome Library

What my little family owes to Bemax.

Extracts from a letter received at the Bemax Laboratories.

"The Nurse at our Welfare Clinic having recommended BEMAX, I decided to put the whole family on a modified course, and after ten weeks' daily use the effects are worth describing :—

The Boy (aged *5*.) Was a very poor eater and never seemed to have any vitality. Now eats heartily; is bright, happy and much stronger, though he has just had measles.

The Girl (aged *2*.) Took measles from the boy, but was clear in a week and is a picture of health.

My Husband. Declared from the second week of taking BEMAX that he never felt better in his life.

Myself. I am quite sure that BEMAX has sustained me through a very trying period. Have decided to incorporate BEMAX with our daily food—its small cost makes it a remarkably valuable insurance against ill health."

You're bound to benefit from BEMAX.

BEMAX
VITAMIN
CHOCOLATE

Bemax Vitamin Chocolate contains 1/5th of its weight of BEMAX. The food value of a 2d. bar is equal to that of two standard eggs. It is the most nutritious chocolate made, and its flavour is delicious.

Obtainable from Chemists & Stores in 2d. Bars and 6d. Cakes. Plain or Milk.

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